

ORDER

Orders

Order / Rev: 211553

Alt Order #:

Product Desc: MAHMOOD FOR INSURANCE COMMIS

Estimate: 2091 5/28-6/3/2018

Flight Dates: 05/28/18 - 06/03/18

Original Date / Rev: 05/04/18 / 05/04/18

Order Type: GEN

KGO-TV

Primary AE: Christopher Larcade

Sales Office: N-PH

Sales Region: National

Agency

Name: Sadler Strategic Media

Buying Contact:

Billing Contact:

12103 Viewcrest Rd.

Studio City, CA 91604

Billing Type: Trade

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 0%

Advertiser

Name: Asif Mahmood for Insurance Commiss

Demographic: A35+

Product Codes: Local/State Candidate

Priority: P-03

Revenue Code 1: AGY

Revenue Code 2: POL

Revenue Code 3: POL-CAND

New Business Thru:

Order Separation: 00:30:00

Advertiser External ID:

Agency External ID:

Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/28/18	06/03/18	55	\$37,175.00	\$37,175.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2018	55	\$37,175.00	\$37,175.00	130.90
Totals	55	\$37,175.00	\$37,175.00	130.90

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Larcade			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KGO-TV	30%	\$37,175.00
Market	100%	\$123,916.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
CSNBA	0%	\$0.00
KBCW	0%	\$0.00
KGOLW	0%	\$0.00
KICU	10%	\$12,391.67
KNTV	20%	\$24,783.33
KOFY	0%	\$0.00
KPIX	0%	\$0.00
KRON	10%	\$12,391.67
KTVU	30%	\$37,175.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KGO	05/28/18	06/01/18	5a-6a News M-F	CM	Cc 5a-6a	1- 1- 1- -	:30	3	\$100.00	P-03	0.80	NM	3	\$300.00
ABC7 5a News															
(Program: ABC7 MORNING NEWS AT 5A)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		05/28/18	06/03/18	1- 1- 1- -			3			\$100.00		0.80			

Order / Rev: 211553
 Alt Order #:
 Flight Dates: 05/28/18 - 06/03/18

Advertiser: Asif Mahmood for Insurance Commissio
 Product Desc: MAHMOOD FOR INSURANCE COMMIS
 Estimate: 2091 5/28-6/3/2018

KGO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	KGO	05/28/18	06/01/18	6a-7a News M-F ABC7 6a News (Program: ABC7 MORNING NEWS 6A)LUR	CM	Cc 6a-7a	- 1- 11- -	:30	3	\$350.00	P-03	1.30	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/18	06/03/18	- 1- 11- -					3	\$350.00		1.30			
N 3	KGO	05/28/18	06/01/18	GMA 7a-9a M-F Good Morning America (Program: GOOD MORNING AMERICA)LUR	CM	Cc 7a-9a	11- 11- -	:30	4	\$400.00	P-03	2.10	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/18	06/03/18	11- 11- -					4	\$400.00		2.10			
N 4	KGO	05/28/18	06/01/18	Live 9a-10a M-F M-F 9a-10a (Program: Live with Kelly & Ryan)LUR	CM	Cc 9a-10a	11- 1- - -	:30	3	\$300.00	P-03	1.70	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/18	06/03/18	11- 1- - -					3	\$300.00		1.70			
N 5	KGO	05/28/18	06/01/18	View 10a-11a M-F M-F 10a-11a (Program: THE VIEW)LUR	CM	Cc 10a-11a	- 1- - 1- -	:30	2	\$800.00	P-03	2.20	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/18	06/03/18	- 1- - 1- -					2	\$800.00		2.20			
N 6	KGO	05/28/18	06/01/18	11a-1130a News M-F ABC7 11a News (Program: ABC7 NEWS 11A)LUR	CM	Cc 11a-1130a	11- 1- - -	:30	3	\$200.00	P-03	2.10	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/18	06/03/18	11- 1- - -					3	\$200.00		2.10			
N 7	KGO	05/28/18	06/01/18	4p-5p News M-F ABC7 4p News (Program: ABC 7 NEWS at 4PM)LUR	CM	Cc 4p-5p	1- 1- 1- -	:30	3	\$200.00	P-03	2.40	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/18	06/03/18	1- 1- 1- -					3	\$200.00		2.40			
N 8	KGO	05/28/18	06/03/18	5p-7p News M-Su 5p-7p News M-Su (Program: ABC 7 News 5P)LUR	CM	Cc 5:00 PM-5:30 PM (5:00 PM-5:30 PM)	111- 1- -	:30	4	\$450.00	P-03	3.30	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/18	06/03/18	111- 1- -					4	\$450.00		3.30			
N 10	KGO	05/28/18	06/03/18	5p-7p News M-Su 5p-7p News M-Su (Program: ABC 7 News 6P)LUR	CM	Cc 6:00 PM-7:00 PM (6:00 PM-7:00 PM)	- 1- 11- -	:30	3	\$500.00	P-03	3.40	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/18	06/03/18	- 1- 11- -					3	\$500.00		3.40			
N 12	KGO	05/28/18	06/01/18	7p-730p M-F M-F 7p-730p (Program: JEOPARDY)LUR	CM	Cc 7p-730p	1- 1- - - -	:30	2	\$900.00	P-03	6.80	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/18	06/03/18	1- 1- - - -					2	\$900.00		6.80			
N 13	KGO	05/28/18	06/01/18	730p-8p M-F M-F 730p-8p (Program: WHEEL OF FORTUNE)LUR	CM	Cc 730p-8p	- 1- 1- - -	:30	2	\$900.00	P-03	4.40	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/18	06/03/18	- 1- 1- - -					2	\$900.00		4.40			
N 15	KGO	05/28/18	05/29/18	Tues Prime Hour A Tue Prime Hour 1 (Program: The Middle / Fresh Off the Boat)LUR	CM	Cc 8p-9p	- 1- - - - -	:30	1	\$2,000.00	P-03	3.20	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/18	06/03/18	- 1- - - - -					1	\$2,000.00		3.20			
N 17	KGO	05/28/18	05/30/18	Wed Prime Hour C Wed Prime Hour 3 (Program: 20/20 Lights Camera Summer)LUR	CM	Cc 10p-11p	- - 1- - - -	:30	1	\$3,000.00	P-03	4.20	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/18	06/03/18	- - 1- - - -					1	\$3,000.00		4.20			
N 19	KGO	05/28/18	05/31/18		CM	Cc 10p-1030p	- - - 1- - -	:30	1	\$3,800.00	P-02	3.50	NM	1	\$3,800.00

Order / Rev: 211553
Alt Order #:
Flight Dates: 05/28/18 - 06/03/18

Advertiser: Asif Mahmood for Insurance Commissio
Product Desc: MAHMOOD FOR INSURANCE COMMIS
Estimate: 2091 5/28-6/3/2018
KGO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NBA Finals Kimmel Show Kimmel Live Game Night (Program: Jimmy Kimmel Post NBA Finals- Warriors Game 1 5/31)CDR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/28/18 06/03/18 --- 1--- 1 \$3,800.00 3.50															
N20	KGO	05/28/18	06/01/18	Fri Prime Hour A Fri Prime Hour 1	CM	Cc 8p-9P	---- 1--	:30	1	\$3,325.00	P-02	3.40	NM	1	\$3,325.00
(Program: Shark Tank)CDR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/28/18 06/03/18 ---- 1-- 1 \$3,325.00 3.40															
N22	KGO	05/28/18	06/03/18	11p-1135p Late News MGM ABC7 11p News	CM	Cc 11p-1135p	- 111- 1-	:30	4	\$800.00	P-03	2.20	NM	4	\$3,200.00
(Program: ABC7 LATE NEWS)LUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/28/18 06/03/18 - 111- 1- 4 \$800.00 2.20															
N24	KGO	05/28/18	06/01/18	Kimmel 1135p-1237a M-F M-F 1135p-1237a	CM	Cc 1135p-1237a	-- 1- 1--	:30	2	\$400.00	P-03	1.50	NM	2	\$800.00
(Program: Jimmy Kimmel Live)LUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/28/18 06/03/18 -- 1- 1-- 2 \$400.00 1.50															
N25	KGO	05/28/18	06/01/18	Nightline 1237a-107a M-F M-F 1237a-107a	CM	Cc 1237a-107a	11- 1---	:30	3	\$200.00	P-03	1.00	NM	3	\$600.00
(Program: Nightline)LUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/28/18 06/03/18 11- 1--- 3 \$200.00 1.00															
N26	KGO	05/28/18	06/03/18	5a-6a News SaSu ABC7 5a News Wknd	CM	Cc 5a-6a	----- 11	:30	2	\$100.00	P-03	0.90	NM	2	\$200.00
(Program: ABC7 WKND MORNING NEWS)LUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/28/18 06/03/18 ----- 11 2 \$100.00 0.90															
N27	KGO	05/28/18	06/03/18	6a-10a News SaSu ABC7 6a-10a News/GMA (5:58 AM-9:00 AM)	CM	Cc 5:58 AM-9:00 AM	----- 11	:30	2	\$150.00	P-04	1.80	NM	2	\$300.00
(Program: ABC7 NEWS/GMA/Sat&Sun (not including This Week))LUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/28/18 06/03/18 ----- 11 2 \$150.00 1.80															
N28	KGO	05/28/18	06/02/18	Access Wknd 7p-8p Sa Sa 7p-8p	CM	Cc 7p-8p	----- 1-	:30	1	\$350.00	P-04	3.50	NM	1	\$350.00
(Program: Jeopardy/Wheel Wknd)LUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/28/18 06/03/18 ----- 1- 1 \$350.00 3.50															
N29	KGO	05/28/18	06/03/18	1135p-12a News Extra ABC7 1135p News	CM	Cc 1135p-12a	----- 11	:30	2	\$400.00	P-03	1.50	NM	2	\$800.00
(Program: ABC7 LATE NEWS EXTRA SA/SU)LUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/28/18 06/03/18 ----- 11 2 \$400.00 1.50															
N31	KGO	05/28/18	06/03/18	9a-10a News Su ABC7 9a News	CM	Cc 9a-10a	----- 1	:30	1	\$200.00	P-03	1.60	NM	1	\$200.00
(Program: ABC7 NEWS SUNDAY)LUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/28/18 06/03/18 ----- 1 1 \$200.00 1.60															
N32	KGO	05/28/18	06/03/18	Bay Area Life 630p-7p Su 630p-7p	CM	Cc 630p-7p	----- 1	:30	1	\$300.00	P-03	1.30	NM	1	\$300.00
(Program: Bay Area Life)LUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/28/18 06/03/18 ----- 1 1 \$300.00 1.30															
N34	KGO	05/28/18	06/03/18	NBA Finals Kimmel Show Kimmel Live Game Night	CM	Cc 9p-930p	----- 1	:30	1	\$4,750.00	P-02	3.50	NM	1	\$4,750.00
(Program: Jimmy Kimmel Post NBA Finals- Warriors Game 2 6/3)CDR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/28/18 06/03/18 ----- 1 1 \$4,750.00 3.50															
													Totals	55	\$37,175.00